RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

February 26, 1997

RJR Account #094931
Mr. E. Bush
MID-VALLEY CANDY

APRIL DORAL B2GF LIGHTER / PROMOTION #700050

Dear Ed:

Regular *DORAL* product has been ordered (see quantities listed below), as well as **60** SKUs of Doral Lighters (Item #521573) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC #	DORAL STYLE	#/ (12M) Cases
12300-16612	*FF King*	1
12300-15312	*FF 100*	1
12300-15112	*Light King*	1
12300-15212	*Light 100*	1

Product / Premium Arrival:	March 24, 1997
Ship Date to Retail:	Week of: March 31, 1997
SKU CUBE:	1.1490
SKU WT (w/o Product):	4.1900 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Savings Cartons
EFT $ Amount:	$2,104.05
Non-EFT $ Amount:	$N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/zjvn0000

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100/ Lt Box*. Consumer purchases two (2) packs of Doral a free Doral Lighter.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$112.00 (4 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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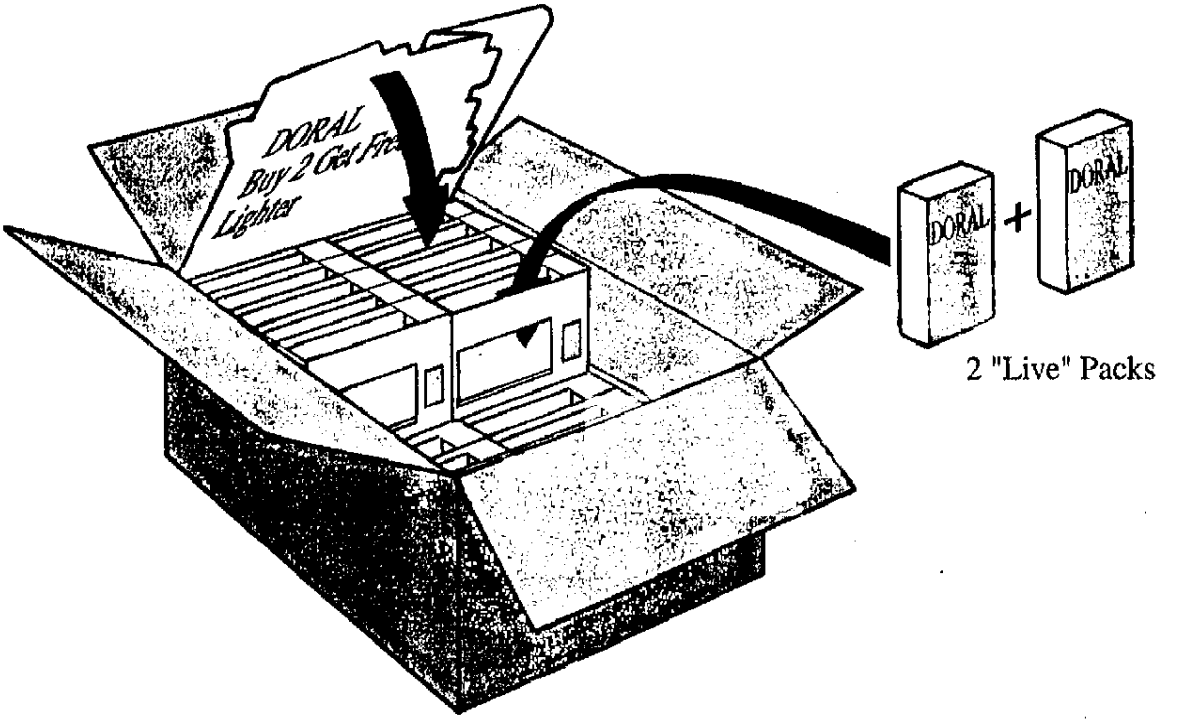
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

April DORAL B2GF Lighter

STEPS

1. Open DORAL B2GF Lighter shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



2 "Live" Packs

Item: # 521573
Description: DORAL B2GF Lighter April Display/POS Kit

Brand Style						
Number of Cartons						

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WHOLESALER : 094931 MID-VALLEY CANDY COMPANY <DIRECT>
TEMPLATE : 700050 70400 DORAL APR LTR
TEMPLATE SEQ : 0004
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162209	162223	276091	COUSINS	10 HILL ST	JESSUP	PA	18434	1				(717)383-3822
162204	162224	269970	MORRIS' MARKET	BOX 510, RT 6	WYALUSING	PA	18853	1				(717)746-3410
162204		434228	CJ'S RESTAURANT/MIN	RT. 247	CARBONDALE	PA	18407	1				(717)222-3201
162209	162222	185685	RICCARDOS MARKET	617 3RD ST	DUNMORE	PA	18512	1				(717)342-1214
162209		185916	SCOTTS STORE	801 MULBERRY ST	SCRANTON	PA	18503	4				(717)342-7472
162209		186087	GLINSKYS DRUGS	1101 MAIN ST	HONESDALE	PA	18431	1				(717)253-9994
162209	162221	577211	STROUDSBURG EXXON	100 MC CONNEL ST	STROUDSBURG	PA	18360	1				(717)424-8225
162209		704825	FTS MANAGEMENT	RR 1 BOX 327A	DALTON	PA	18414	1				(717)563-1645
162209	162223	735443	MR B'S TOBACCO SHOP	58 SALEM AVE	CARBONDALE	PA	18407	3				(717)281-9199
162209	162223	777531	SCHIFF'S BEVERAGE	3380 N MAIN AVE	SCRANTON	PA	18508	1				(717)343-1237
162209	162221	184478	SCHRECKS MARKET	1501 N 5TH ST	STROUDSBURG	PA	18360	2				(717)421-7580
162208		530771	KEYSER VALLEY DELI	303 N KEYSER AVE	SCRANTON	PA	18504	1				(717)342-2900
162208	162223	673294	ONE STOP TOB SHOP	725 S MAIN AVE	SCRANTON	PA	18504	2				(717)343-3393
162208	162223	735459	CONVENIENT FOOD MAR	#3020	SCRANTON	PA	18504	1				(717)342-0372
162204		666235	CREEDSIDE FOOD MKT	PO BOX 338	CAMPTOWN	PA	18815	1				(717)740-3900
162204	162224	185497	BLUHMS GROCERY	RT 6	LACEYVILLE	PA	18623	1				(717)869-1287
162209	162223	776478	CONVENIENT FOOD MAR	HIGHLAND AVE	CLARKS SUMMIT	PA	18411	1				(717)587-2334
162204	162224	549827	MARTYS MARKET	PO BOX 238	MESHOPPEN	PA	18630	1				(717)833-5494
162204	162223	682622	ABC MARKET	507 MAIN STREET	FOREST CITY	PA	18421	2				(717)785-3553
162209	162222	185679	MADZINS MARKET	527 PROSPECT AVE	SCRANTON	PA	18505	2				(717)343-8991
162209	162223	706820	CONVENIENT FOOD MAR	330 NORTHERN BLVD	CHINCHILLA	PA	18410	1				(717)586-3406
162209	162222	777567	A-1 SUPERETTE	RT 435 PO BOX 3	MOSCOW	PA	18444	1				(717)842-6500
162204	162233	186130	PAP'S COUNTRY MARKE	PO BOX 93	PRESTON PARK	PA	18455	1				(717)798-2871
162209	162222	184184	LEWIS MKT	RT 390	MOUNTAINHOME	PA	18342	2				(717)595-7161
162209	162223	237497	C-PLUS MINI MART	202 BETTY ST	EYNON	PA	18403	1		0108-0000		(717)876-6410
162209	162223	500448	C-PLUS MINI MART	309 MAIN ST	BLAKELY	PA	18447	1		0108-0000		(717)489-8071
162209	162223	500458	FALCON OIL CO	RT 6	CARBONDALE	PA	18407	1		0108-0000		(717)282-0140
162209	162222	633853	CONVENIENT FOOD 302	340 W MARKET ST	SCRANTON	PA	18508	2				(717)969-7555
162209	162221	657095	LAUREL BEVERAGE INC	830 MONROE ST	STROUDSBURG	PA	18360	3				(717)421-2091
162209	162222	665462	APLUS	1218 O'NEIL HWY	DUNMORE	PA	18512	1		0362-0101		(717)961-5542
162209	162222	667469	CONVENIENT FOOD	899 DAVIS ST	SCRANTON	PA	18505	1				(717)587-3644

PAGE BREAK TOTAL ACCOUNTS 31 TOTAL QUANTITY 44

TEMPLATE TOTAL ACCOUNTS 31 TOTAL QUANTITY 44

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 03/25/97

ACCOUNT NUMBER: 094931
VOUCHER NUMBER: 15347737
DATE WRITTEN: 03/25/97
STATUS: PAID
AMOUNT PAID: 112.00

MID-VALLEY CANDY
900 LILLIBRIDGE ST
PECKVILLE , PA 18452

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	4.00	112.00

EXPLANATION: DORAL B2GF LIGHTER/#700050/J. MCLEAN

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